

# Touring the World

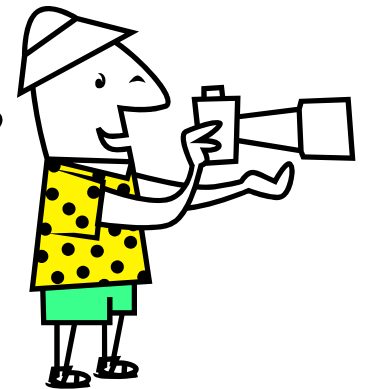
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## Chapter 9

# Tourist

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- ❑ People don't like to be called "Tourists."
- ❑ The label suggests people dressing inappropriately, talking loudly, asking stupid questions, being loaded with cameras, buying cheap souvenirs, and getting stuck at tourist traps.
- ❑ Instead of a "Tourist" be a "Traveler."





# Tours

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- ❑ The Grand Tour started the trend of motorcoach escorts talking about the next destination.
- ❑ After the trains made Thomas Cook a success, he started arranging trips to all parts of **England**, most went to the **Beaches**.
- ❑ Thomas Cook was the pioneer of the tour, but **John Mason Cook** was the empire builder.



# Travel

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- Arthur Tauck Sr.
  - The first person to operate a motor vehicle group tour in the U.S.
- To keep money at home to help rebuild its economy, England imposed a travel allowance after WWII.
- The beaches of Spain became the principal location during this time.

# Fly-Drive Tour

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- ❑ Airfare
- ❑ Hotel
- ❑ Car Rental (ground transportation)



# Theater Tours

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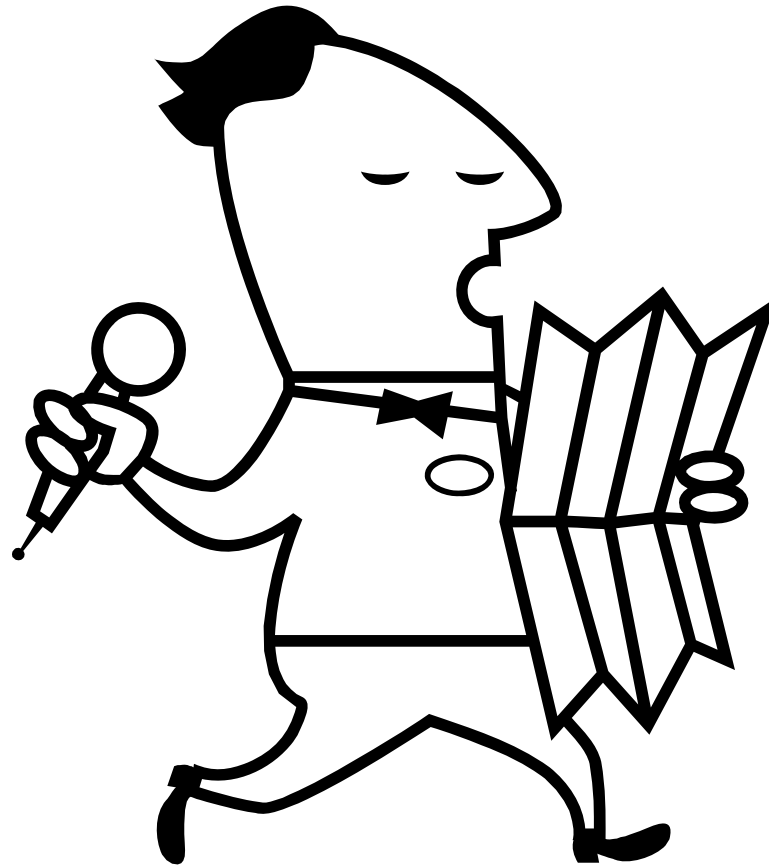
- ❑ Off-season
- ❑ One-week
- ❑ Theater Tickets



# Categories of Tours

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- ❑ Independent
- ❑ Hosted
- ❑ Escorted



# Independent Tour

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- ❑ Hotel
- ❑ Airfare
- ❑ Transfer





# Hosted Tour

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- ❑ Includes ground transportation, and hotels booked in advance. Clients are on their own. Least expensive. Tours are primarily to one destination. Clients are free to do as they please.



# Chartered Tour

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- ❑ Customers can save 10% - 30% on a chartered tour.





# Benefits of an Escorted Tour

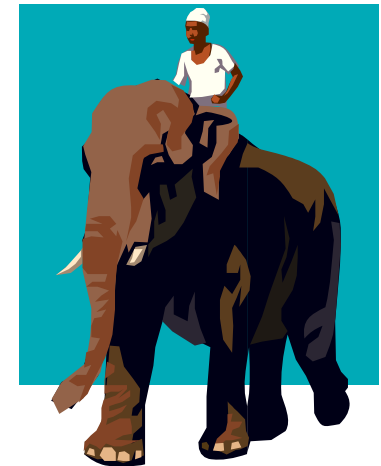
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- ❑ Advance knowledge of price
- ❑ Baggage handling
- ❑ Comfortable seats/not driving
- ❑ Company
- ❑ Group security
- ❑ No language barriers
- ❑ Prearranged sightseeing
- ❑ Prearranged tickets
- ❑ Pre-chosen meals – familiar food
- ❑ Time saved

# Niche Marketing

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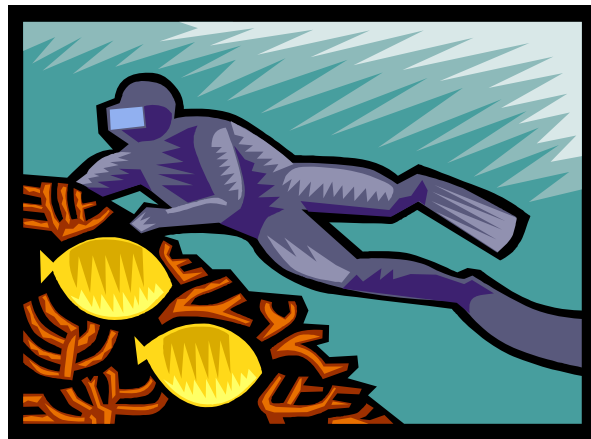
- ❑ Tailoring a product to the special needs of a narrow segment of the market
- ❑ Special-interest tours blend clients' personal interests, hobbies, or avocations with the travel experience



# Adventure Tours

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- ❑ White-water rafting
- ❑ Trekking in New Zealand
- ❑ Diving with Stingrays in the Caymans
- ❑ Kayaking in Alaska
- ❑ Others??? What would you like to do???



# Food-Centered Tours

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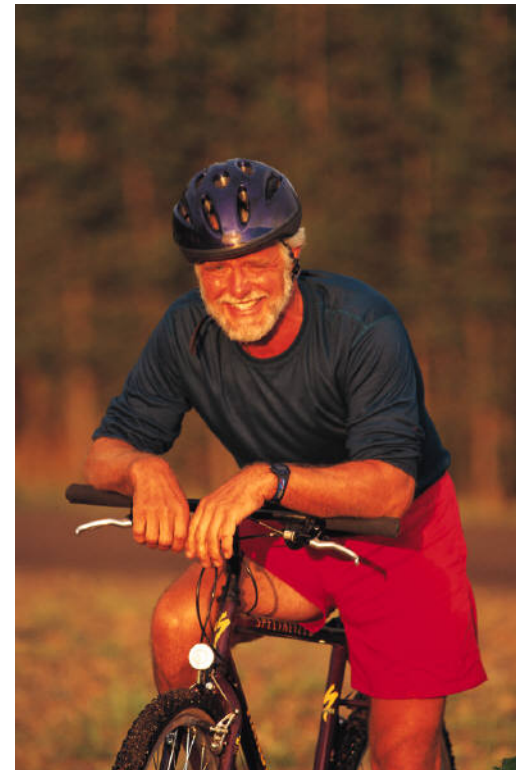
- ❑ Famous chef teaching food preparation
- ❑ Telling about local food culture
- ❑ Giving tours of markets
- ❑ Participants eat well



# AARP

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- The American Association of Retired Persons estimate that 1/3 of all leisure travel is done by people over 50.



# Museum Tour

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- ❑ Entry into private collections not open to the public
- ❑ Admission to museums before or after regular hours
- ❑ Visits to artists studios







# Tours

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- Religious Group Tours
  - *There is no more dedicated tourist than the one traveling to explore religious history.*
  
- Adults in the U.S. taking at least one weekend trip a year?
  - *103 million*

# Top Destinations

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- ❑ Europe – **Italy**
- ❑ United States – **Las Vegas**
- ❑ International destination outside Europe – **Cancun, Mexico**



# Amusement Parks

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□ Most Popular Ride -

**ROLLERCOASTER**

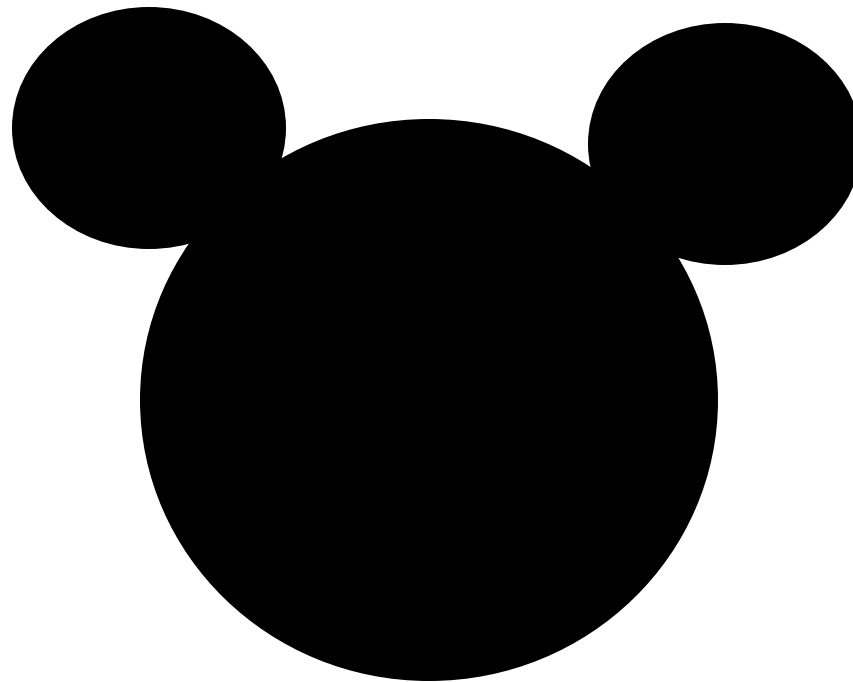


# Theme Park

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□ Classic Theme Park –

**Walt Disney Company**



# Museum Villages

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- ❑ Williamsburg, Virginia
- ❑ Starbridge, Massachusetts



# National Parks

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- ❑ Beautiful or unusual natural features
- ❑ Historic Value
- ❑ Attractive Recreational Features

